

# *Commonwealth of Virginia Appalachian Regional Commission*



2006 ARC Telecommunications Initiative

## **2006 Funding Strategy and Request for Proposals**



**Department of Housing and  
Community Development**

The Jackson Center • 501 North Second Street • Richmond, VA 23219

**Commonwealth of Virginia  
Appalachian Regional Commission Program**

**2006  
ARC Telecommunications Initiative**

**Funding Strategy  
and  
Request for Proposals**



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Community Development**

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501 N. 2<sup>nd</sup> Street  
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# **2006 ARC Telecommunications Initiative Funding Strategy and Request for Proposals**

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**2006  
ARC  
Telecommunications  
Initiative**

**Funding Strategy**

## ARC Telecommunications Initiative – Funding Strategy

### **Virginia Appalachian Regional Commission Program**

The Appalachian Regional Commission, or ARC, is an independent Federal agency created through the Appalachian Regional Development Act of 1965. ARC's mission is to be an advocate for and partner with the people of Appalachia to create opportunities for self-sustaining economic development and improved quality of life.

Virginia is one of thirteen states in the ARC region. The Appalachian Regional Commission programs, other than the Highway program, are administered in the Commonwealth of Virginia by the Virginia Department of Housing and Community Development. The Virginia ARC Program is managed by:

**William C. Shelton**  
Director  
ARC State Alternate

**Todd M. Christensen & Denise Ambrose**  
Associate Director      Program Manager  
ARC Program Managers

In Virginia, twenty-three counties and seven independent cities are eligible for in the ARC program. These localities are as follows:

Alleghany County	Russell County
♦Bath County	Scott County
Bland County	Smyth County
●Botetourt County	Tazewell County
Buchanan County	Washington County
Carroll County	Wise County
Craig County	Wythe County
*Dickenson County	City of Buena Vista
Floyd County	City of Bristol
Giles County	City of Covington
Grayson County	City of Galax
Highland County	City of Lexington
Lee County	City of Norton
Montgomery County	City of Radford
Pulaski County	
Rockbridge County	

Virginia receives funding from the Appalachian Regional Commission on an annual basis and through special initiatives for distribution in these localities. Virginia prepares a State Strategy on an annual basis which guides its use of ARC funding.

***\*This County is designated as a Distressed County by ARC***

***●This County is designated as an Attainment County by ARC***

***♦This County is designated as a Competitive County by ARC***

## ARC Telecommunications Initiative – Funding Strategy

### Appalachian Telecommunications Initiative: Information Age Appalachia

*The Information Age Appalachia program envisions Appalachia as a prosperous and vibrant region with full access to the tools of the Information Age, and possessing the knowledge and capacity to use those tools to compete successfully in the twenty-first-century economy.*

The Information Age Appalachia program represents the resolve of the Appalachian Regional Commission to bridge the digital divide in Appalachia. Without intervention the region will continue to fall farther behind the rest of the nation in deploying the technology-based applications required to support future economic vitality.

The focus of Information Age Appalachia is not only on access to infrastructure, but also on applications that use that access. Instead of simply promoting technology by itself, the program seeks to stimulate economic growth and improve the standard of living in the Region through technology-related avenues.

The overall program will support the Commission's four strategic goals by focusing on the following four distinct subject areas:

#### *Focus Area One: Access and Infrastructure*

Broaden the availability of advanced telecommunications services by promoting increased infrastructure investments from both private sector and government sources.

#### *Focus Area Two: Education and Training*

Ensure that the region is supporting today's workforce as well as developing the workforce of tomorrow by integrating technology into K-12 and continuing education programs plus expanding community awareness and training programs.

#### *Focus Area Three: e-Commerce*

Improve the competitiveness of businesses in the region by increasing the adoption of e-commerce practices.

#### *Focus Area Four: Technology Sector Job Creation*

Increase employment in the technology sector for producer and user industries through investment and entrepreneurship support.

Through the program activities supporting these focus areas the Commission hopes to achieve the following outcomes based on the ARC's requested program budget:

Projected Outcomes for the entire ARC region:

- 100,000 households with increased IT capacity
- 5,000 jobs created or retained
- 1,000 businesses with increased IT capacity
- 1,000 government, education, and facilities with increased IT

## ARC Telecommunications Initiative – Funding Strategy

### Virginia ARC Telecommunications Initiative

In 2005, ARC introduced the Asset-Based Development Initiative to capitalize on the strengths of the Appalachian Region. Replacing the previous Entrepreneurship and Telecommunications Initiatives, this program seeks to develop the cultural, natural, community, and structural assets of the Region. Virginia will direct funding into two programs, the Virginia ARC Telecommunications Initiative and the Virginia ARC Asset-Based Development Initiative. The Telecommunications Initiative will operate the same as it has since its inception in 2003.

### Outcome-Based Implementation

Virginia's ARC Telecommunications Initiative (TI) program will focus on aspects of the overall "Information Age Appalachia" program and will be implemented on an outcome basis. Virginia, along with ARC, views its role as that of an investor. In the outcome context, proposals must demonstrate a direct relationship between intended project efforts and measurable, tangible improvements to the health of the community being served. Proposals must clearly present performance targets, products, and outcomes. Performance targets are the key events and milestones in the implementation of a project. Products are the near-term results of a project, such as the number of participants in training events or number of businesses receiving assistance. Outcomes are the long-term results of a project, such as the number of new businesses created and the number of new jobs created or retained. ARC TI budgets and contracts must be based on performance targets and products.

### Implementation Strategy

A total of up to \$170,000 is available in this round of funding for the TI program. DHCD reserves the option to add additional ARC funds, if available. Proposals must be submitted to DHCD (or postmarked) by **Wednesday, October 5, 2005**. Proposals will be accepted for the following project types:

1. Planning
2. System Development and Technical Support
3. Implementation

Applicants may submit proposals that target a single project type or a combination of project types that marries either: a) Planning and System Development and Technical Support, or b) Planning and Implementation. Projects may not target all three of the project types. Applicants submitting for an implementation and/or a system development project must have completed a Regional Telecommunications Plan last year, and the proposed project must fit within this Plan.

Funding is available for System Development/Technical Support or Implementation projects. However, prior to funding either of these project types, however, there must be a Community Telecommunications Plan in place for the locality / region that will be served by the proposed project. This Community Telecommunications Plan must indicate that the locality has seriously considered its need and demand for the proposed project and should follow closely the form as found at **Appendix F**.

Funding is also available for Planning projects. The product of the Planning project will be a Community Telecommunications Plan (**see Appendix F**). The Community Telecommunications Plan will identify needs and demand in the community for services related to

## ARC Telecommunications Initiative – Funding Strategy

telecommunications, will reflect consensus with regard to the design of such services, and result in an action plan for implementation along with the identification of appropriate funding sources.

ARC TI investment is limited as follows:

	Distressed	Transitional	Competitive
Planning	\$15,000	\$10,000	\$ 4,500
System Development and Tech. Support	\$40,000	\$30,000	\$30,000
Implementation	\$50,000	\$40,000	\$40,000
<b>Total may not exceed:</b>	<b>\$65,000</b>	<b>\$50,000</b>	<b>\$44,500</b>

### Required Match

All TI assistance must be matched **dollar for dollar** with local (non-Federal, non-State) funding, except in the following localities:

Bath County - Must provide 70% match for 30% ARC TI

Dickenson County - Must provide 20% match for 80% ARC TI

### Eligible Projects

#### Planning

- Regional Coordination: PDC wide or multi-county
- Public/Private Partnership strategy
- Community Telecommunications Plan

#### System Development and Technical Support

- Community Business Training and Education Program
- Establishment of Community Cooperative
- Establishment of E-Village
- Development of community tech support

#### Physical Implementation

- Installation of a wireless network
- Installation of a dark fiber loop
- Installation of a co-location facility/ equipment

### Ineligible Projects

The following types of proposals will be considered ineligible for 2006 ARC TI funding:

- Those that do not support the ARC goals for the Appalachian Telecommunications Initiative, including those targeting assistance for non-local businesses such as the location of branch plants;
- Those that do not present clear outcomes for the ARC TI investment;
- Those that do not add significantly to currently available resources;
- Those that have no relevance to the use of telecommunications infrastructure; or,



## ARC Telecommunications Initiative – Funding Strategy

- Those that include funding for efforts which exclude potential participants based on factors beyond business interest or skill level, including assistance based on religious affiliation or membership.

### Eligible Applicants

Community-based organizations, public and private non-profit organizations, educational institutions, Local Development Districts (Planning District Commissions), and state and local governmental entities are eligible to apply for ARC TI funding

### ARC Resources

Applicants are encouraged to visit the ARC website at: [www.arc.gov](http://www.arc.gov) . This site contains numerous data sets, research reports, and links to other sources of information.

### Proposal Submission

It is strongly suggested that applicants contact DHCD to discuss the submission of their proposal. This discussion will ensure that the applicant's proposed idea is eligible and will provide insight regarding DHCD's investment philosophy on the proposed project. **An original and four (4) copies of the proposal must be received or postmarked by 5:00 pm on Wednesday, October 5, 2005.**

All proposals must contain direct responses to all required items, must be printed in a font size no smaller than 12 point, and must provide well organized information in the form of complete sentences, proper paragraphs, and bulleted lists, charts and tables, where appropriate. Only relevant attachments should be included and these should be organized, preferably, in tabs behind the RFP response.

**All proposals should be assembled using a binder clip.** Please do not assemble proposals using staples, 3-ring notebooks, or other forms of binding.

Questions arising during letter of interest and proposal preparation may be directed to one of the following contacts:

**Todd Christensen**

Associate Director

(804) 371-7061

[Todd.Christensen@dhcd.virginia.gov](mailto:Todd.Christensen@dhcd.virginia.gov)

**Denise Ambrose**

Program Manager

(804) 371-7029

[Denise.Ambrose@dhcd.virginia.gov](mailto:Denise.Ambrose@dhcd.virginia.gov)

**Chris Thompson**

Policy Analyst

(804) 371-7056

[Chris.Thompson@dhcd.virginia.gov](mailto:Chris.Thompson@dhcd.virginia.gov)

## **ARC Telecommunications Initiative – Funding Strategy**

### Timetable

The Department anticipates completion of proposal reviews by late November 2005. Notice of funding decisions should follow in the early 2006. All proposals should include performance targeting, Products, and outcomes which can be achieved within a one year contract. Some long-term outcomes may be projected for up to one year beyond ARC TI contract expiration, but must be tracked. **Proposals should assume the receipt of contracts and initiation of activities by June 2006.**

### Planning District Commission Review

Copies of ARC TI Proposals must be provided to the local Planning District Commission (Local Development District). The purpose of this requirement is to keep the PDC informed of potential projects. The PDCs are also available to assist applicants in developing projects. The PDC role is not to accept, reject, or otherwise screen these proposals.

### **Virginia's Planning District Commissions**

#### **Lenowisco PDC**

Mr. Ronald C. Flanary  
6913 Duff-Patt Road  
P.O. Box 366  
Duffield, Virginia 24244  
Phone: (276) 431-2206

#### **New River Valley PDC**

Mr. David W. Rundgren  
6580 Valley Center Drive  
P.O. Box 21  
Radford, Virginia 24141  
Phone: (540) 639-9313

#### **Cumberland Plateau PDC**

Mr. Andrew Chafin  
P.O. Box 548  
Lebanon, Virginia 24266  
Phone: (276) 889-1778

#### **Roanoke Valley-Alleghany RC**

Mr. Wayne G. Strickland  
P.O. Box 2569  
Roanoke, Virginia 24010  
Phone: (540) 343-4417

#### **Mount Rogers PDC**

Mr. David Barrett  
1021 Terrace Drive  
Marion, Virginia 24354  
Phone: (276) 783-5103

#### **Central Shenandoah PDC**

Mr. William H. Strider  
112 MacTanly Place  
Staunton, Virginia 24401  
Phone: (540) 885-5174

**2006  
ARC  
Telecommunications  
Initiative**

**Request for Proposals**

## ARC Telecommunications Initiative – Request for Proposals

### Proposal Format—Planning Project

#### PROPOSAL COVER SHEET

All proposals must include a completed cover sheet. Applicants must format this sheet in accordance with the Proposal Cover Sheet Template included as **APPENDIX A** to this Request for Proposals. **COPIES OF ALL PROPOSALS MUST BE PROVIDED TO THE LOCAL PLANNING DISTRICT COMMISSION FOR REVIEW. DOCUMENTATION OF THIS ACTION MUST BE INCLUDED AS ATTACHMENT #4.**

#### ***Project Name:***

Provide the name or title you have given to the proposed ARC TI project.

#### ***Project Type:***

Indicate which of the three eligible project types your project targets.

#### ***Applicant Contact Information:***

Provide the name, address, and phone number of the entity eligible to submit this proposal, such as “Railtown Enterprise Assistance, Inc., 21 RF&P Lane, Railtown, VA 22000, (540) 555-2222”. Also provide the name, title, phone number (if different from the applicant number), and e-mail address of the primary contact person. Also provide the name, title, phone number (if different from the applicant number), and e-mail address of the primary contact person. In addition, please provide the name and contact information for the person who **prepared** this proposal (if different than above).

#### ***Project Location:***

Indicate which locality (or localities) is (are) covered by project benefits and, where possible, the specific location to be impacted by the project as defined by place name, boundaries, building, or other features. For example, “Stone County including the Towns of Railtown and Hollowville”. **Include all relevant maps as Attachment #1.**

#### ***Census Tract Information:***

Provide the census tracts, 2000 Census, that will be served by this project.

#### ***Project Funding Summary:***

Enter the amount of resources to be included in this project in simple table form. Specify the amounts for each of the following categories and the percentage of the total project cost each represents: **ARC, Local/Applicant, Other Federal, State, Private, and Non-Profit/Other**. In this table, add the amounts in these categories to develop a Total figure and add the percentages to arrive at 100%. **THESE AMOUNTS, SOURCES, AND PERCENTAGES SHOULD BE IDENTICAL TO THOSE LISTED IN LATER SECTIONS OF THE PROPOSAL FORMAT.** A sample table is as follows:

<u>Source</u>	<u>Amount</u>	<u>Percentage</u>
ARC	\$30,000	50%
Local/Applicant	\$15,000	25%
<u>Private</u>	<u>\$15,000</u>	<u>25%</u>
TOTAL	\$60,000	100%

## ARC Telecommunications Initiative – Request for Proposals

### Proposal Format—Planning Project

#### PROPOSAL COMPONENTS

Applicants must provide complete, concise responses to all proposal elements:

##### *Project Description*

Describe the proposed project. Identify the products that will result from this planning project. Is the project consistent with ARC goals? Does it focus on the expansion or enhancement in the use of telecommunications to improve the economic health of the community? Describe how.

##### *Readiness*

Why is now the appropriate time for this particular planning project to proceed? What efforts have been made previous to the submittal of this proposal to prepare the foundation for enhanced or expanded telecommunications services in the community? Is it related to other community efforts?

##### *Capacity*

Identify the groups (public, private, etc.) or individuals who have been involved in the effort to enhance or expand telecommunications services to the community. Who will be responsible for seeing that this planning project is completed in a timely fashion? What is this person's title, affiliation, and experience with projects of this kind?

##### *Related Projects in the Region*

Identify other telecommunications related projects being undertaken by neighboring communities. How does the need for this planning project relate to other similar efforts being undertaken by neighboring communities? Is this proposed effort a duplication of current efforts in neighboring communities? Or does it compliment these other efforts?

##### *Leveraged Private Investment*

Identify private sector commitments that follow as a result of the completion of this project. Estimates for the leveraged private investment and associated job impacts for a three-year period following the completion of this project should be included.

*For example: Amount of private funds invested in relocation to the project area / region by Business X due to the installation of and access to telecommunications / fiber optics.*

Letters of commitments by private companies should be included in Attachment #2. *Leveraged private investment should not be confused with any direct private contribution to the ARC supported project funding (any funds that are actually a part of the project cost).*

## **ARC Telecommunications Initiative – Request for Proposals**

### **Proposal Format—Planning Project**

#### **Attachments**

- 1) Provide a map within at least a 10-mile radius surrounding the applicant organization, with the organization's location and the locations of all project activities clearly marked. Include other maps as necessary.
- 2) Include letters and other documentation from individuals and organizations who will provide direct support in the implementation of the project. This documentation should detail the nature of the support to be provided. Include, also, general letters and other documentation from individuals and organizations providing passive support ("we support the idea", "we think this would be useful", and so on).
- 3) Letters, or other documentation showing, a clear level of commitment of non-ARC TI resources from the entities responsible for providing such funding. If such commitment is contingent on board approval, then a copy of the resolution from the board should be included.
- 4) Documentation that the Planning District Commission has been notified of this project. Applicants should also coordinate the development of project with the PDC early in the process.

**Please remember to assemble proposals using a binder clip. Do not assemble proposals using staples, 3-ring notebooks, or other forms of binding.**

<p style="text-align: center;"><b>ARC Telecommunications Initiative – Request for Proposals</b> Proposal Format— Implementation or System Development/Technical Support</p>
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**PROPOSAL COVER SHEET**

All proposals must include a completed cover sheet. Applicants must format this sheet in accordance with the Proposal Cover Sheet Template included as **APPENDIX A** to this Request for Proposals. **COPIES OF ALL PROPOSALS MUST BE PROVIDED TO THE LOCAL PLANNING DISTRICT COMMISSION FOR REVIEW. DOCUMENTATION OF THIS ACTION MUST BE INCLUDED AS ATTACHMENT #8.**

***Project Name:***

Provide the name or title you have given to the proposed ARC TI project.

***Project Type:***

Indicate which of the three eligible project types your project targets.

***Applicant Contact Information:***

Provide the name, address, and phone number of the entity eligible to submit this proposal, such as “Railtown Enterprise Assistance, Inc., 21 RF&P Lane, Railtown, VA 22000, (540) 555-2222”. Also provide the name, title, phone number (if different from the applicant number), and e-mail address of the primary contact person. In addition, please provide the name and contact information for the person who prepared this proposal (if different than above).

***Project Location:***

Indicate which locality (or localities) is (are) covered by project benefits and, where possible, the specific location to be impacted by the project as defined by place name, boundaries, building, or other features. For example, “Stone County including the Towns of Railtown and Hollowville”. **Include all relevant maps as Attachment #2.**

***Census Tract Information:***

Provide the census tracts, per the 2000 Census, that will be served by this project.

***Project Funding Summary:***

Enter the amount of resources to be included in this project in simple table form. Specify the amounts for each of the following categories and the percentage of the total project cost each represents: **ARC, Local/Applicant, Other Federal, State, Private, and Non-Profit/Other**. In this table, add the amounts in these categories to develop a Total figure and add the percentages to arrive at 100%. **THESE AMOUNTS, SOURCES, AND PERCENTAGES SHOULD BE IDENTICAL TO THOSE LISTED IN LATER SECTIONS OF THE PROPOSAL FORMAT.** A sample table is as follows:

<u>Source</u>	<u>Amount</u>	<u>Percentage</u>
ARC	\$30,000	50%
Local/Applicant	\$15,000	25%
Private	<u>\$15,000</u>	<u>25%</u>
TOTAL	\$60,000	100%

**ARC Telecommunications Initiative – Request for Proposals**  
**Proposal Format—**  
**Implementation or System Development/Technical Support**

**ARC Telecommunications Initiative – Request for Proposals**  
**Proposal Format—**  
**Implementation or System Development/Technical Support**

**ARC Telecommunications Initiative – Request for Proposals**  
**Proposal Format—**  
**Implementation or System Development/Technical Support**

## PROPOSAL COMPONENTS

Applicants must provide complete, concise responses to all proposal elements:

***Project Description:***

Describe the proposed project. Identify the products that will result from this project. Is the project consistent with ARC goals? Does it focus on the expansion or enhancement in the use of telecommunications to improve the economic health of the community? Describe how.

### *Project Outcomes:*

Detail the specific long-term benefits, or outcomes, of this project. An example of an outcome is: Quantifiable diversification of the local economy as the result of increased access to telecommunications. Indicate why the proposed outcomes are necessary. What is the NEED for the project? What problems will be addressed by this project? Relevant data derived from plans, studies, statistics or surveys should be included (the source should be cited by title, date, and page number. Include as Attachment # 1 the applicants Community Telecommunications Plan). Why is ARC TI funding necessary rather than other sources of funding? Explain how the proposed project would fill a void in current services or programs. Consult **APPENDIX B** for additional examples of project outcomes. Project outcomes may be projected for up to one year after contract termination, but must be tracked if identified.

## *Leveraged Private Investment*

Identify private sector commitments that follow as a result of the completion of this project. Estimates for the leveraged private investment and associated job impacts for a three-year period following the completion of this project should be included. Letters of commitments by private companies should be included in Attachment #4. *Leveraged private investment should not be confused with any direct private contribution to the ARC supported project funding (any funds that are actually a part of the project cost).*

*For example: Amount of private funds invested in relocation to the project area / region by Business X due to the installation of and access to telecommunications / fiber optics.*

***Project Products:***

Briefly describe the activities to take place during the life of the proposed project for which you are seeking ARC TI funding. What training or assistance efforts will be undertaken? How many businesses are to be assisted and through which programs (and describe each program)? How many jobs will be created or how many new businesses will be created? How many individuals will make use of services related to the telecommunications project? Consult **APPENDIX B** for examples of project Products. With few exceptions, Products should occur within a one year contract period. **Proposals must include an ARC Project Summary as Attachment #7** (see **APPENDIX C**)

### ***Performance Targets and Work Plan:***

Create a three column table. In column one, provide the sequence of key events and milestones in accomplishing the project (performance targets), including the identification of project and



## ARC Telecommunications Initiative – Request for Proposals

### Proposal Format—

#### Implementation or System Development/Technical Support

quantification of project benefits. In column two, indicate the cost that corresponds with that particular milestone. In column three, list the projected start and/or completion dates for each event and milestone.

The established timetable should show implementation within a 12-month period following receipt of an ARC TI contract. **With few exceptions, no timetable should show initiation of project activities, especially those targeting the use of ARC TI funding, prior to June 2006.** This should allow more than enough time for all precontract issues to be resolved between the applicant, DHCD, and ARC. A sample table depicting the performance targets and work plan for an e-commerce training program follows:

<u>Performance Target</u>	<u>Cost</u>	<u>Date(s)</u>
<i>Solicitation of input on training curriculum</i>	\$ 500	6/15/06
<i>Development of a training curriculum w/ all materials</i>	\$ 3,000	7/30/06
<i>Conduct 7 training sessions</i>	\$ 7,500	8/15/06 – 12/30/06
<i>Counsel trainees on finalization of e-commerce plans</i>	\$ 2,000	1/2/07 – 3/31/07
<i>Provision of technical assistance to 5 businesses</i>	\$ 40,000	2/1/07 – 5/31/07
<i>Document success of business growths</i>	\$ 7,000	6/1/07 – 12/30/07

#### ***Project Beneficiaries:***

Provide the number of persons to be served within one year of project completion and provide a discussion of the methodology used to derive this number. **Provide attachments in support of these beneficiary claims in Attachment #3 to the RFP response.** As this number is used in scoring ARC proposals, DHCD reserves the right to make adjustments to claimed numbers or ask for supplemental information.

#### ***Readiness:***

Explain how this project is ready to proceed. Why is now the appropriate time to undertake this effort? What steps have been taken to get the applicant and its proposed beneficiaries ready for this project? Is there an appropriate level of energy and degree of will among the organization and its partners to see this effort through to completion?

#### ***Capacity:***

Provide the names and profiles of the individuals who will be responsible for delivering the project's services. Provide the name and profile of the individual with the most project responsibility first, followed by information on the person with the next highest level of responsibility, and continue in this order until all relevant individuals have been identified. Identify the skills, knowledge, and attributes each individual possesses and the value these provide to the overall project effort. Provide information, where applicable, on how the different attributes of the different individuals may be complementary. Identify any roles which have not yet been filled.

#### ***For Physical Implementation Project: Status of Relationship with local Telecommunications Provider***

Discuss the current relationship between the proposed project and the local telecommunications provider. Does the provider know about this project? Does the provider currently provide this

## ARC Telecommunications Initiative – Request for Proposals

### Proposal Format—

#### Implementation or System Development/Technical Support

service to other communities? If so, why isn't the applicant community served? Provide documentation.

#### ***Support:***

Identify those individuals and organizations, including names and telephone numbers, which have committed to support implementation and completion of this project. Provide information on the type and level of support provided and the value of this support to the overall project. Identify any individuals expressing an interest in participating as a project beneficiary, providing, also, their names and telephone numbers. **Include any letters from these individuals and entities in Attachment #4.**

#### ***Sustainability:***

Explain why ARC TI funding is required for this project. Would the ARC TI funding enable a project which would not otherwise be possible? How important is the ARC TI funding to this project? Discuss, also, the plans for continuation of the project following ARC TI funding. How will this project become self-sustaining?

#### ***Related Projects in the Region***

Identify other telecommunications related projects being undertaken by neighboring communities. How does the need for this planning project relate to other similar efforts being undertaken by neighboring communities? Is this proposed effort a duplication of current efforts in neighboring communities? Or does it compliment these other efforts?

#### ***Cost Summary:***

The Cost Summary consists of the three elements: Project Budget, Derivation of Costs, and Status of Other Funding.

#### Project Budget

Using the Budget format from **APPENDIX D** as a guide, construct a project budget. The budget should, as the name suggests, show **ALL** sources of funding and the use of this funding relative to each **Performance Target**.

#### Derivation of Costs / Budget Narrative

Detail the methodology used to determine each amount listed in the project budget. List each activity and activity component, their related cost estimates, and those unit costs or otherwise which provide the basis for these estimates. Identify the information sources and/or methodologies used to generate these cost estimates and give the dates that the estimates were developed. **Documentation from these information sources in support of the cost estimates should be included in Attachment #5.** Costs will be reviewed for reasonableness. If there are conditions exerting upward pressure on your costs, please explain.

#### Status of Other Funding

Indicate the current status of all non-ARC funds to be used on the project. List the general categories from the **Project Funding Summary** on this proposal's cover sheet and the specific funding sources under these categories (Federal – USDA, HUD, and so on; Local – Town, Non-

## **ARC Telecommunications Initiative – Request for Proposals**

### **Proposal Format—**

#### **Implementation or System Development/Technical Support**

Profit, and so on). SPECIFY THE AMOUNT ANTICIPATED FROM EACH SPECIFIC SOURCE. Provide information on the project's position within the funding cycles of each source, the anticipated timing for release of each source of funding, the level of funding commitment received to date (firm; not contingent on future approval), and adequate, specific supporting documentation (recent letters, contracts, or resolutions). **Letters of commitment and other documentation of other funding should be attached to the RFP response in Attachment #6.**

## **ARC Telecommunications Initiative – Request for Proposals**

### **Proposal Format—**

#### **Implementation or System Development/Technical Support**

### **ATTACHMENTS**

#### **1) *Community Telecommunications Plan***

Include a copy of a plan that has been completed that reflects the need for the proposed telecommunications project. This plan should substantially address the issues as presented in Appendix F. Should this Plan not exist or one similar, the project will not be eligible for Physical Implementation assistance or System Development and Technical Support assistance.

#### **2) *Maps:***

Provide a map within at least a 10-mile radius surrounding the applicant organization, with the organization's location and the locations of all project activities clearly marked. Include other maps as necessary.

#### **3) *Benefits:***

Include letters and other documentation which provide confirmation that the project will benefit the number of individuals it is targeting. Applicants are strongly encouraged to solicit letters from proposed beneficiaries. Letters from potential project partners should be included as evidence of additional project support.

#### **4) *Support:***

Include letters and other documentation from individuals and organizations to provide direct support in the implementation of the project. This documentation should detail the nature of the support to be provided. Include, also, general letters and other documentation from individuals and organizations providing passive support.

#### **5) *Cost Documentation:***

Include excerpts and analyses from appropriate sources for cost information. Where possible, include cost documentation which originates from reputable, objective, and independent sources.

#### **6) *Other Funding:***

Letters, or other documentation, showing a clear level of commitment of non-ARC TI resources from the entities responsible for providing such funding. If such commitment is contingent on board approval, then a copy of the resolution from the board should be included

#### **7) *ARC Project Summary:***

All applicants must complete an ARC Project Summary per the guidelines in **APPENDIX C** and using the supporting information in **APPENDIX E**. **YOUR PROPOSAL MAY BE REJECTED BY DHCD IF THIS SUMMARY DOES NOT ACCOMPANY IT.** DHCD also reserves the right to request you to revise the Summary, as necessary, to conform with ARC guidelines.

## **ARC Telecommunications Initiative – Request for Proposals**

### **Proposal Format—**

#### **Implementation or System Development/Technical Support**

##### **8) *Planning District Commission Review:***

Include documentation that the proposal was submitted to the local Planning District Commission, such as a copy of the cover letter and any correspondence received from the Planning District Commission following their review. Applicants should also coordinate the development of project with the PDC early in the process.

**Please remember to assemble proposals using a binder clip. Do not assemble proposals using staples, 3-ring notebooks, or other forms of binding.**

**2006  
ARC  
Telecommunications  
Initiative**

**Appendices**

Appendix A—Proposal Cover Sheet
---------------------------------

**2006 ARC Telecommunications Initiative**

**Project Name:** \_\_\_\_\_

**Project Type:**   \_\_\_ Planning  
                      \_\_\_ System Development and Technical Assistance  
                      \_\_\_ Physical Implementation

**Applicant Contact Information:**

Locality/Organization Name: \_\_\_\_\_

Address \_\_\_\_\_  
\_\_\_\_\_

Phone/FAX Numbers: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Title: \_\_\_\_\_

Phone/Fax Numbers of Contact: \_\_\_\_\_

E-mail Address: \_\_\_\_\_

**Person Who Prepared this Application:**

Name: \_\_\_\_\_

Address \_\_\_\_\_  
\_\_\_\_\_

Phone/FAX Numbers: \_\_\_\_\_

E-mail Address: \_\_\_\_\_

**Project Location:** (specify County (ies)/City(ies))

**Census Tracts Served by this Project:**

2000 Census:

Appendix A—Proposal Cover Sheet

Project Funding Summary:

<u>Source</u>	<u>Amount</u>	<u>Percentage</u>
---------------	---------------	-------------------

Total:



## Appendix B—Products and Outcomes

All projects submitted for ARCTI funding must meet one of the following ARC Goals:

**Goal 1:** Increase Job Opportunities and Per Capita Income in Appalachia to Reach Parity with the Nation.

**Example:** A one-stop online website will be developed to better market and promote the Our Town Region, helping to generate tourism-related development and spur the creation of entrepreneurial enterprises. The website will allow for businesses within the region advertise and sell their goods and services online and will allow visitors to research points of interest, browse a calendar of upcoming events, create a travel itinerary, and book lodging. Website development and marketing services will be provided as a component of this project.

Project Measurement:	How many businesses will participate?
Outcome Measurement:	How many new businesses created?
Outcome Measurement:	How much revenue will be generated through the website?

**Goal 2:** Strengthen the Capacity of the People of Appalachia to Compete in the Global Economy

**Example:** A one-day workshop will be created to focus on how technology and telecommunications have affected the marketplace and how they can be used to spur economic development.

Project Measurement:	How many persons will participate?
Outcome Measurement:	How many new jobs created?
Outcome Measurement:	How many new businesses created?

**Goal 3:** Develop and Improve Appalachia's Infrastructure to Make the Region Economically Competitive

**Example:** The City of New Creek will purchase and install hardware and accessory items in the New Creek Business Incubator needed to implement Video-Conferencing that will meet the current and future needs of developing entrepreneurs and small business start ups in the City and surrounding County.

Project Measurement:	How many new or existing businesses will participate?
Outcome Measurement:	How many new jobs created?

## Appendix C—Project Summary Template

### PROJECT SUMMARY FORMAT

(2 page maximum)

Project Title:

Project Grantee: Provide name, address, and contact information, including email.

County(ies) to be Served: List each county and its designation (e.g. transitional, distressed, etc.)

Basic Agency: Not required for non-construction projects

Goal/Strategy: Identify the primary ARC Goal and State Strategy which this project will address

Purpose: 1-2 sentence statement describing overall purpose of proposed project

Funding:	<u>Amount</u>	<u>%age</u>	<u>Source</u>
	ARC	\$ 40,000	66.6%
	Federal		ARC TI
	State	10,000	16.7%
	Local	10,000	16.7%
		<u>\$ 60,000</u>	<u>100%</u>
			Non-Profit

Description: Description of major activities to be conducted under grant proposal. The description should address who, what, where when and how for each major activity.

Rationale:

- Critical circumstances that compel project to be funded
- Local, regional and and/or state need for project
- Problems and/or issues that project will alleviate

Benefit:

- Results and accomplishments to be derived from project
- Other non-quantifiable benefits (e.g. new partnerships, improved standard of living, etc.)

Product/Outcome:

- Identify Products of this proposal (as defined by ARC)
- Identify Outcomes of this proposal (as defined by ARC)

Leveraged Private Investment

- Identify private sector commitments (with associated dollar amounts) and associated job impacts that follow as a result of this project for a three-year period following completion of the project.

## Appendix D—Sources and Uses Budget

		<b>ARC Total Budget</b>	<b>Non-ARC Total Budget</b>	<b>Total Budget</b>
<b>SOURCES</b>				
Cash (itemized)				
	Subtotal			
In-Kind (itemized)				
	Subtotal			
	<b>Total Sources</b>			

		<b>ARC Total Budget</b>	<b>Non-ARC Total Budget</b>	<b>Total Budget</b>
<b>USES</b>				
Specific Activity A				
<i>Itemize</i>				
<i>Cost elements</i>				
	Subtotal of A			
Specific Activity B				
<i>Itemize</i>				
<i>Cost elements</i>				
	Subtotal of B			
Specific Activity C				
<i>Itemize</i>				
<i>Cost elements</i>				
	Subtotal of C			
And so on ....				
	<b>Total Uses</b>			

## Appendix E—ARC Goals and Virginia’s Objectives and Strategy

In response to the Appalachian Regional Commission’s newly developed strategic plan, “Moving Appalachia Forward, ARC Strategic Plan 2005-2010” strategic goals, the Commonwealth of Virginia has developed objectives and strategies that will guide Virginia’s investments of Appalachian Region Commission (ARC) funds for Fiscal Year 2006. These goals, objectives and strategies are described below:

**Commission Goal 1:** Increase Job Opportunities and Per Capita Income in Appalachia to Reach Parity with the Nation.

**State ARC Objective:** Promote regional partnerships that support regional economic development, encourage activities that diversify the economic base, enhance entrepreneurial activities, develop a highly skilled, competitive workforce, and provide training and technical assistance to agents engaged in economic development.

**Strategies:**

- 1.1 Encourage public-private sector partnerships and regional approaches to economic development, marketing, regional competitiveness, and business assistance.
- 1.2 Develop and market strategic assets for local economies (heritage and cultural tourism and creative economies).
- 1.3 Support tourism activities that are directly linked to overall regional economic development strategies.
- 1.4 Encourage projects which diversify the economic base.
- 1.5 Encourage communities and community leaders to develop the skills and tools necessary to use existing and innovative telecommunications technology to assist in their community and economic development efforts.
- 1.6 Participate in business development efforts which will assist existing businesses with expansion activities.
- 1.7 Assist in the expansion of the availability of capital for small and medium-sized businesses, including microenterprises and new small technology-based companies through the use of revolving loan funds or other financing mechanisms.
- 1.8 Assist small and medium-sized businesses to access markets for their products, with emphasis on export training and assistance that will enable them to participate in the international marketplace.
- 1.9 Encourage the development of telecommunications and other technologies to assist in improving the participation of Appalachian businesses in the international marketplace.

## Appendix E—ARC Goals and Virginia’s Objectives and Strategy

- 1.10 Support the expansion of value-added businesses and sustainable development strategies to build sustainable local economies.
- 1.11 Capitalize on the economic potential of the Appalachian Development Highway System.
- 1.12 Support programs that will ensure the availability of a workforce with skills and abilities required to promote economic retention and growth.
- 1.13 Implement workforce readiness programs such as technologically literate workforce training and technological training in math, science, and engineering that will ensure students are given the necessary skills to enable them to find and hold jobs.
- 1.14 Strengthen the delivery of workforce training programs among the various provider agencies in order to improve the business retention, expansion, and formation efforts.
- 1.15 Support programs that will provide access to entrepreneurship training for high school students and adults.
- 1.16 Foster civic entrepreneurship.
- 1.17 Assist communities and regions in establishing ongoing strategic planning and management processes.
- 1.18 Encourage efforts to establish ongoing local and regional civic and leadership development programs.
- 1.19 Encourage Local Development Districts (LDDs) to become more involved in local and regional capacity building.

## Appendix E—ARC Goals and Virginia’s Objectives and Strategy

Commission Goal 2: Strengthen the Capacity of the People of Appalachia to Compete in the Global Economy

State ARC Objective: Develop a world class work force that is well educated and appropriately trained for the job market, as well as provide adequate health care services throughout the Region.

### Strategies:

- 2.1 Provide skill development training for high demand jobs which currently lack adequate training programs (ex. construction).
- 2.2 Continue to support initiatives that will reduce the school dropout rates.
- 2.3 Support programs that will improve the enrollment of Virginia Appalachians in post-secondary education.
- 2.4 Continue to expand educational opportunities through telecommunications.
- 2.5 Strengthen the delivery of workforce training programs among the various provider agencies in order to improve the business retention, expansion and formation efforts.
- 2.6 Implement work force readiness programs such as technologically literate work force training and technological training in math, science that will ensure students are given the necessary skills to enable them to find and hold jobs.
- 2.7 Encourage communities and community leaders to develop knowledge, skills and abilities necessary to use existing and innovative telecommunications technology to assist in their community and economic development efforts.
- 2.8 Encourage the establishment of partnerships and innovative arrangements among health care providers in Appalachian Virginia in order to assure quality care and the efficient use of available health care resources.
- 2.9 Encourage the use of telemedicine technology to assist in the delivery of rural health care services, to include wellness and prevention efforts
- 2.10 Support projects which include wellness and healthcare prevention efforts.
- 2.11 Continue efforts to place doctors and other medical professionals in medically underserved areas through physician and other recruitment programs.
- 2.12 Support efforts to initiate and expand early childhood education programs.
- 2.13 Support programs to increase access to quality child care.

## Appendix E—ARC Goals and Virginia’s Objectives and Strategy

- 2.14 Encourage local leaders to develop innovative, cost-effective arrangements for delivery of healthcare services, including regional approaches, privatization and service consolidation.
- 2.15 Foster civic entrepreneurship.

## Appendix E—ARC Goals and Virginia’s Objectives and Strategy

### Commission Goal 3: Develop and Improve Appalachia’s Infrastructure to Make the Region Economically Competitive

State ARC Objective: Assist communities to provide and develop an adequate physical infrastructure to support economic development opportunities and improve the quality of life.

#### Strategies:

- 3.1 Assist community water supply and wastewater treatment projects that will support private investment leading to job creation or retention.
- 3.2 Assist community water supply and wastewater treatment projects that will support private investment leading to job creation or retention in distressed counties and that will address serious health/environmental compliance problems. Such projects could be proposed to be carried out through a Self-Help method of implementation.
- 3.3 Support continued efforts to expand the Region’s stock of safe, affordable housing.
- 3.4 Build and enhance environmental infrastructure, such as brownfields redevelopment and eco-industrial activities.
- 3.5 Support infrastructure projects where installation of telecommunication conduit (dark fiber) is included in construction with the larger infrastructure project, to increase local and regional connectivity.
- 3.6 Provide financial and technical assistance to communities for development of industrial sites and parks, shell buildings, business incubators and micro-enterprises.
- 3.7 Increase accessibility and utilization of telecommunications technology, especially to identify markets and consumer groups.
- 3.8 Support public-private sector partnerships, which provide clear and measurable service outcomes directly associated with quality sustainable job creation activities, to deploy advanced traditional and nontraditional cost-effective solutions and increase advanced telecommunications infrastructure capacity.
- 3.9 Provide access to child and adult care services in specific work-related environments.
- 3.10 Assist in the local revitalization efforts that will increase the physical and economic revitalization of communities, neighborhoods and downtowns.
- 3.11 Support local access road projects which would result in job creation or retention opportunities or community revitalization.
- 3.12 Help establish multi-county projects for establishing solid waste collection, disposal and recycling.



## Appendix E—ARC Goals and Virginia’s Objectives and Strategy

- 3.13 Foster development of an intermodal transportation network.
- 3.14 Capitalize on the ADHS and its development potential.

## Appendix E—ARC Goals and Virginia’s Objectives and Strategy

Commission Goal 4: Build the Appalachian Development Highway System to Reduce Appalachia’s Isolation

State ARC Objective: Expand and upgrade existing roadways in rural communities to allow greater access to resources and opportunities for increased economic growth

### Strategies:

- 4.1 Capitalize on the ADHS and its development potential.
- 4.2 Promote a development approach for the ADHS that preserves the cultural and natural resources of the Region while enhancing economic opportunity.
- 4.3 Encourage strategic, appropriate development along ADHS corridors (industrial parks, commercial development, and intermodal transportation).
- 4.4 Continue to support the development of the Coalfields Expressway.
- 4.5 Support infrastructure projects where installation of telecommunication conduit (dark fiber) is included in construction with the larger infrastructure project to increase local and regional connectivity.
- 4.6 Foster civic entrepreneurship.

## DHCD COMMUNITY TELECOMMUNICATIONS PLAN GUIDE

February 24, 2005

### A. Identifying Status Quo/Aggregating Demand

1. CURRENT SERVICE
  - a. Providers
    - Services
    - Customers
    - Rates
    - Broadband capability
    - Relationship to Regional Planning
  - b. Users
    - Current use/costs
    - Opportunities/needs
    - Technical support needs
2. POTENTIAL SERVICE
  - a. Providers
    - Who are they?
    - Services
    - Rates
    - Technical services
    - Relationship to Regional Planning
  - b. Users
    - Who
    - User needs
    - Marketing
    - Cost issues
    - Tipping point

### B. Application Identification and Education

1. Through facilitated group meetings and individual consultation identify common and customer specific broadband uses and applications.
2. Plan/design generalized training on common application uses, and skills.
3. Plan/design specific training on specific uses and skills.
4. Identify potential, appropriate training providers.
5. Facilitate entrepreneurship development.

### **C. Network Operation and Management**

1. Type of System (Open/Closed)
2. Type of Management/Ownership (co-op, private, locality)
3. Develop a Business Plan
4. Management/Technical Assistance Services and personnel needs
5. Investigate state and local policy, regulatory, & legal issues
6. Private provider access, competition and services
7. Training, consultant and tech support services to small business

### **D. Physical System Design**

1. Procurement of Design Firm (Could be done early in planning process)
2. Obtain User Agreements
3. Identify Rights-of-Way/Utility Pole Attachment issues
4. Preliminary Design
5. Public Presentation
6. Solicitation of additional customers/system input
7. Final Design and Construction

### **E. Funding Strategies**

1. Physical elements and costs (fiber, electronics, etc.)
2. Operational Support
3. Phasing strategy
4. Funding Sources (availability and relevance)

### **F. Marketing the System**

1. Community Portal/Website with constantly updated content
2. Education (local awareness)
3. Economic Development Recruiting